

## ELENA DUGINA



*Senior Lecturer at Kingston University London & the Russian Presidential Academy of National Economy and Public Administration (RANEPA), Managing Partner at ICONSULTING, Advisor for APEC Centre for Technology Transfer (APCTT)*

Distinguished expert in communications & strategy, executive coach in business & public sector, for the last 5 years she has consulted over 500 entrepreneurship projects on innovation business model development. Elena had a successful corporate career for more than 10 years. In 2006 she received an MBA from Kingston University and in 2009 she started her career as an academic and consultant. In 2016-2017 Elena worked as academic director of the educational programme for the single industry depended city teams, in 2018 she was appointed academic director of the Russian regional teams educational programmes. Projects developed under Elena's supervision are being successfully implemented in 85 regions of Russia and her efforts were noticed and awarded gratitude from different regions, companies, and the Russian Presidential Academy. She is a keynote speaker at the conferences devoted to education and innovation development worldwide.

### PROFESSIONAL EXPERIENCE:

*July 2009 -present moment*

**Managing Partner, I-consulting agency, Moscow, [www.iconsulting.pro](http://www.iconsulting.pro)**

Consulting into communications, strategy, coaching & training

**Senior Lecturer, Kingston Business School London/RANEPA**

**[www.kingston.ranepa.ru](http://www.kingston.ranepa.ru)**

*October 2019 – present moment*

**Advisor for APEC Centre for Technology Transfer (APCTT), International Technology Transfer Network (ITTN) Trainer, China**

*October 2016 –October 2019*

**Academic Director of Programmes, Russian Presidential Academy of National Economy and Public Administration (RANEPA)**

*October 2013 –October 2016*

**Director of EMBA programme, Kingston University London, Russian Presidential Academy**

**Acting member&speaker of SCMOI /Standing Conference of Management of Organizational Inquiry/, USA, leading conference in storytelling;**

**Communication on Top, Davos, Switzerland, world communications yearly forum;**

**IABC /International Association of Business Communicators/, ABCI /Association of Business Communicators of India/**

*May 2006 – June 2009*

**Co-founder, MediaSchool under AIF publishing house, Moscow, [www.school.aif.ru](http://www.school.aif.ru)**

**Amadeus, XX CENTURY FOX CIS, (media& books), Member of Directors Board, Moscow**

*Duties:*

- Total relaunch of publishing and its media projects: over 20
- Operations management
- Shareholders reports and relations

*August 2005 – May 2006*

**Publisher, Member of Directors Board, KOMSOMOLSKAYA PRAVDA Publishing House , the biggest publishing house in Russia, Moscow**

*Duties:*

- Strategy of ad income increase
- Business planning and content development
- Launch of corporate magazine publishing department

*September 2003- August 2005*

**Publisher, BAUER-RUSSIA Publishing House (WAZ- the 2-d big publishing house in Europe), Moscow**

*Duties:*

- Business-planning, budget controlling
- Content development and product positioning
- Marketing & PR
- Production: responsible for quality printing, logistics

**EDUCATION:**

**PHD Candidate, Strategic Management in Entrepreneurship**, February 2015 – present  
moment

**MBA, Kingston Business School London**, Dissertation with Distinction, 2004 – 2006.  
The diploma was nominated to be **the best MBA project of the year** in Great Britain in  
2006 by *The Independent* newspaper. The Dissertation of *The Strategy of launching new  
projects and portfolio management on the Russian Market* was fully implemented and  
brought revenue increase to the company

Voronezh State University, Philology Department,  
“Philologist”, Red Diploma, 1991 – 1996

**Civil Services College, Singapore**, Public Management, internship with the Russian  
Government, May 2017

**Key Note Speaker, World Entrepreneurship Congress, Seoul**, November 2016

**SKEMA Business School, Suzhou**, June 2016

**Welingkar Business School, Mumbai**, internship, June 2014

**Bauer Publishing House, Warsaw**, internships, December 2003, September 2004,  
February 2005

**EPH (WAZ) Publishing House, Zagreb**, internship, January 2006

**Language skills:**

Fluent English, Essential German, Native Russian